

VZCZCXYZ0101
PP RUEHWEB

DE RUEHPO #0211/01 1412033
ZNR UUUUU ZZH
P 202033Z MAY 08
FM AMEMBASSY PARAMARIBO
TO SECSTATE WASHDC PRIORITY 0181

UNCLAS PARAMARIBO 000211

SIPDIS

DEPT FOR WHA/PDA COLOMBIA BARROSSE, BRIAN GUSS, AND CHAD WEST,
WHA/CAR JROSHOLT

E.O. 12958: N/A

TAGS: OEXC NS

SUBJECT: Performing Arts Initiative Proposal: Kevin Jones Outreach
Tour in Suriname

Ref: Paramaribo 140

¶1. The following is a Performing Arts Initiative Proposal.

Activity description

¶2. Post will host Kevin Jones, a jazz musician who has previously performed in Paramaribo as part of the State Department's Jazz Ambassadors program "Rhythm Road." The program is scheduled for June 30 - July 5, 2008, and will include music workshops at various music schools in Suriname. The program will culminate in a 4th of July performance with 23 Surinamese artists, collectively known as "Ala Kondre Dron," or "all nations' drums," to promote a message of multi-cultural unity. Target audiences cover a wide spectrum from school-age students of music (the national public music school and national music school) to music teachers (the music college) to the business, arts, non-governmental organization, and political communities of Suriname (July 4th celebration).

¶3. Mr. Jones' value as a performer and as an effective outreach asset was made evident in the positive reception he received when he first performed in Paramaribo in January, 2007. Many of last year's rhythm road attendees have been appealing to the embassy for a repeat visit, and his return is expected to draw substantial audiences during his week in country. Mr. Jones is also an in-demand performer in the New York jazz scene. Those he has recorded with include the Isley Brothers, Archie Shepp, Charles McPherson, Babatunde Lea, and Joey DeFrancesco, and had performed with artists including Whitney Houston and Reggie Workman. He was co-producer of one of Lea's records, which charted at #6 on the JazzWeek Radio Chart. In addition, Mr. Jones is a skilled teacher of percussion instruments and has taught in a variety of classroom settings, from master classes for at risk children, to clinics on jazz percussion, to teaching residencies with the Bronx Art Ensemble.

Tentative Schedule

¶4. The program is tentatively scheduled as follows:

June 30: arrival; workshop at Effendi Ketwaru National Music School (Cultural Center Suriname); rehearsal with Ala Kondre Dron

July 1: music festival at Tori Oso (Suriname Emancipation Day event)

July 2: workshop at IOL (music department of the Advanced Teachers' College). School visits/performances for underprivileged children in villages in interior villages of Brokopondo District.

July 3: workshop at NVMS (National Public Music School); rehearsal with Ala Kondre Dron

July 4: performance with Ala Kondre Dron at Independence Day reception at Ambassador's residence

July 5: depart

Budget

¶15. Budget:

U.S. \$1,000.00: Artist fee (5 days at \$200 apiece)
U.S. \$1,042.30: round-trip airfare New York/Suriname
U.S. \$ 100.00: Surinamese visa
U.S. \$ 150.00: miscellaneous travel expenses, including transportation to/from U.S. airport and visa FedEx fees)
U.S. \$2,292.30: Total

U.S. and Post-specific goals

¶16. The Kevin Jones program will support Post's Mission Strategic Plan (MSP) goal of promoting mutual appreciation and respect between the general populations of the United States and suriname, and supports the departmental goal of improving international understanding.

¶17. Anti-american sentiment, while not as virulent as in other parts of the region, is evident in Suriname. Over the past year, Post has initiated an aggressive cultural programming schedule to improve the image of the United States with the Surinamese public and to

complement the positive coverage generated by our effective law enforcement programs and U.S. military sponsored humanitarian assistance exercises. The Kevin Jones performances will be an excellent addition to the FY08 cultural programming that has already taken place, including the "Rhythm Road" concerts, and the series of events held in honor of black history month: (two public concerts, one private "jazz jam," and one workshop by the Kelley Johnson Quartet, one jazz workshop and one drumming demonstration by a local artist, one movie night, two lectures on Black History topics, and one Ambassador-hosted lunch for stakeholders. For further details, see Paramaribo 140, "Two Months, Ten Events, Fifteen Hundred Guests: Black History Punches-Up in Suriname"). Post has already seen positive results from this added emphasis on cultural programming. The MSP calls for an average of six positive print stories per year, and over the past year post averaged sixteen. Post anticipates that Mr. Jones' performance will continue to increase the amount of positive media coverage of U.S. activities in Suriname, and continue to deepen Surinamese acceptance of a message of U.S. cultural diversity and ethnic tolerance, values honored very highly by Surinamers.

Co-sponsor information

¶18. U.S. businesses operating in Suriname, including Avon and Popeye's Chicken, have contributed over \$3,000 to the July 4th celebration. Other aspects of the program will receive donated space and volunteer resources for concerts and workshops from the Surinamese National Public Music School (which is also a recipient of an Ambassador's Cultural Fund grant), the National Music School, and the Teachers' College. The students and teachers from these schools will provide much of the assistance for programming lasting from June 30 to July 3.

Program measurement

¶19. Post will adhere to the reporting requirement as outlined in SECSTATE 156978, and report program results via cable express and mission activity tracker no later than two weeks after program completion.

¶10. Post will assess program results via the following quantifiable indicators: level of attendance at events, and number of positive media stories that report on the program's events.

GENTON